

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-20 (Canceled)

21. (Previously Presented) A composition comprising an ingestible product in admixture with or coated with a platy effect pigment that is not combined with a titanium dioxide coated inorganic platy substrate and/or iron oxide coated inorganic platy substrate.

22. (original) The composition of claim 21 wherein said ingestible product is a foodstuff.

23. (original) The composition of claim 21 wherein said ingestible product is a beverage.

24. (original) The composition of claim 22 wherein said platy effect pigment is in a coating on the surface of said ingestible product.

25. (original) The composition of claim 23 wherein said platy effect pigment is in a coating on the surface of said ingestible product.

26. (original) The composition of claim 22 wherein the pigment is in admixture with the ingestible product.

27. (original) The composition of claim 23 wherein the pigment is in admixture with the ingestible product.

28. (original) The composition of claim 22 wherein said platy effect pigment is a platy titanium dioxide pigment, platy iron oxide pigment, platy bismuth oxychloride pigment, platy guanine pigment, platy aluminum oxide, platy silicon dioxide, or a combination thereof.

29. (original) The composition of claim 23 wherein said platy effect pigment is a platy titanium dioxide pigment, platy iron oxide pigment, platy bismuth oxychloride pigment, platy guanine pigment, platy aluminum oxide, platy silicon dioxide, or a combination thereof.

30. (original) The composition of claim 22 wherein the amount of said platy effect pigment is about 1 weight percent or less of the composition.

31. (original) The composition of claim 23 wherein the amount of said platy effect pigment is about 1 weight percent or less of the composition.

32. (original) The composition of claim 22 wherein said ingestible product is gelatin.

33. (original) The composition of claim 23 wherein said ingestible product is chocolate.

34. (new) The composition of claim 22 wherein said foodstuff is sugar.

35. (new) The composition of claim 22 wherein said foodstuff is pudding.

36. (new) The composition of claim 21 additionally comprising shellac.

37. (new) The composition of claim 36 wherein said shellac is alcoholic.

38. (new) The composition of claim 21 additionally comprising cellulose material.

39. (new) The composition of claim 38 wherein said cellulose material is hydroxypropylmethyl cellulose.